



**Sat 23rd Mar 2024**

# **Total TV Overnight Top 30 Programs**

Ranked on reach

## **Reach totals and program rankings**

Total People

People 25-54

People 16-39

Grocery Shoppers (18+)



## Total People: Cumulative Reach for Sat 23rd Mar 2024



National Total TV Reach

**12,045,000**



Broadcast TV Reach

**10,467,000**



BVOD Reach

**2,713,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	1,656,000	504,000	0
2	SEVEN NEWS - SAT	Seven	1,653,000	1,018,000	26,000
3	9NEWS SATURDAY	Nine	1,448,000	796,000	39,000
4	HITMAN'S WIFE'S BODYGUARD	Nine	1,187,000	244,000	10,000
5	ABC NEWS-SA	ABC	1,119,000	747,000	21,000
6	A CURRENT AFFAIR -SAT	Nine	1,069,000	639,000	31,000
7	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - QUALIFYING	10	952,000	330,000	15,000
8	SPACE INVADERS	Nine	948,000	424,000	23,000
9	SEVEN'S HORSE RACING 2024	Seven	897,000	160,000	7,000
10	LIFE AFTER LIFE-EV	ABC	808,000	382,000	13,000
11	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - PRE MATCH	Seven	751,000	371,000	0
12	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRACTICE 3	10	742,000	259,000	9,000
13	GETAWAY	Nine	739,000	379,000	17,000
14	WEEKEND SUNRISE - SAT	Seven	727,000	388,000	20,000
15	10 NEWS FIRST SAT	10	706,000	312,000	9,000
16	ENDEAVOUR RPT	ABC	699,000	371,000	6,000
17	WEEKEND BREAKFAST-AM	ABC	698,000	250,000	10,000
18	WEEKEND SUNRISE - SAT - LATE	Seven	646,000	352,000	18,000
19	M- OBLIVION (R)	Seven	644,000	152,000	4,000
20	WEEKEND SUNRISE - SAT - EARLY	Seven	611,000	298,000	14,000
21	WEEKEND TODAY - SATURDAY	Nine	573,000	289,000	25,000
22	BACK ROADS S10-ENCORE	ABC	546,000	229,000	5,000
23	BORDER SECURITY - AUSTRALIA'S FRONT LINE - DAY (R)	Seven	543,000	286,000	6,000
24	TASMANIA VOTES: ELECTION RESULTS LIVE-EV	ABC	543,000	143,000	7,000
25	SEVEN NEWS AT 5	Seven	539,000	281,000	8,000
26	THE BIG BANG THEORY RPT	10	505,000	82,000	1,000
27	THE DOG HOUSE AUSTRALIA ENCORE	10	490,000	186,000	3,000
28	WEEKEND TODAY - SATURDAY - LATE	Nine	488,000	247,000	23,000
29	9NEWS: FIRST AT FIVE	Nine	487,000	280,000	11,000
30	THE DOG HOUSE	10	472,000	216,000	3,000



## People 25-54: Cumulative Reach for Sat 23rd Mar 2024



National Total TV Reach

**4,497,000**



Broadcast TV Reach

**3,604,000**



BVOD Reach

**1,325,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	568,000	196,000	0
2	SEVEN NEWS - SAT	Seven	381,000	211,000	13,000
3	9NEWS SATURDAY	Nine	369,000	192,000	20,000
4	HITMAN'S WIFE'S BODYGUARD	Nine	354,000	93,000	6,000
5	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - QUALIFYING	10	334,000	131,000	9,000
6	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRACTICE 3	10	285,000	110,000	5,000
7	A CURRENT AFFAIR -SAT	Nine	271,000	150,000	16,000
8	SPACE INVADERS	Nine	248,000	115,000	12,000
9	SEVEN'S HORSE RACING 2024	Seven	232,000	47,000	4,000
10	10 NEWS FIRST SAT	10	227,000	108,000	5,000
11	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - PRE MATCH	Seven	213,000	113,000	0
12	WEEKEND SUNRISE - SAT	Seven	200,000	101,000	11,000
13	THE BIG BANG THEORY RPT	10	198,000	32,000	1,000
14	WEEKEND BREAKFAST-AM	ABC	197,000	68,000	5,000
15	WEEKEND TODAY - SATURDAY	Nine	192,000	97,000	14,000
16	M- OBLIVION (R)	Seven	184,000	45,000	2,000
17	WEEKEND SUNRISE - SAT - LATE	Seven	183,000	101,000	10,000
18	ABC NEWS-SA	ABC	180,000	108,000	10,000
19	GETAWAY	Nine	176,000	84,000	9,000
20	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - SUPPORTS	10	171,000	53,000	2,000
21	WEEKEND SUNRISE - SAT - EARLY	Seven	164,000	82,000	8,000
22	THE DOG HOUSE AUSTRALIA ENCORE	10	162,000	66,000	2,000
23	READY STEADY COOK ENCORE	10	156,000	43,000	2,000
24	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - POST MATCH	Seven	151,000	77,000	1,000
25	WEEKEND TODAY - EARLY SATURDAY	Nine	150,000	65,000	10,000
26	TASMANIA VOTES: ELECTION RESULTS LIVE-EV	ABC	149,000	50,000	4,000
27	SLEEPLESS	Nine	148,000	51,000	3,000
28	WEEKEND TODAY - SATURDAY - LATE	Nine	137,000	69,000	13,000
29	THE DOG HOUSE	10	133,000	56,000	2,000
30	THE MORNING SHOW - WEEKEND	Seven	132,000	52,000	5,000



## People 16-39: Cumulative Reach for Sat 23rd Mar 2024



National Total TV Reach

**2,410,000**



Broadcast TV Reach

**1,814,000**



BVOD Reach

**757,000**



Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	268,000	88,000	0
2	9NEWS SATURDAY	Nine	148,000	69,000	9,000
3	SEVEN NEWS - SAT	Seven	146,000	82,000	6,000
4	HITMAN'S WIFE'S BODYGUARD	Nine	145,000	42,000	3,000
5	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - QUALIFYING	10	132,000	53,000	5,000
6	A CURRENT AFFAIR -SAT	Nine	123,000	69,000	8,000
7	SPACE INVADERS	Nine	108,000	55,000	6,000
8	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRACTICE 3	10	108,000	42,000	3,000
9	SEVEN'S HORSE RACING 2024	Seven	99,000	23,000	2,000
10	10 NEWS FIRST SAT	10	84,000	37,000	2,000
11	GETAWAY	Nine	83,000	40,000	4,000
12	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - PRE MATCH	Seven	82,000	45,000	0
13	THE BIG BANG THEORY RPT	10	79,000	11,000	0
14	WEEKEND BREAKFAST-AM	ABC	75,000	21,000	3,000
15	WEEKEND TODAY - SATURDAY	Nine	74,000	35,000	7,000
16	THE DOG HOUSE AUSTRALIA ENCORE	10	72,000	28,000	1,000
17	WEEKEND SUNRISE - SAT - LATE	Seven	71,000	34,000	5,000
18	TASMANIA VOTES: ELECTION RESULTS LIVE-EV	ABC	71,000	30,000	2,000
19	ABC NEWS-SA	ABC	70,000	39,000	5,000
20	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - SUPPORTS	10	67,000	21,000	1,000
21	READY STEADY COOK ENCORE	10	63,000	18,000	1,000
22	M- OBLIVION (R)	Seven	63,000	16,000	1,000
23	TASMANIA VOTES: ELECTION NIGHT LIVE-PM	ABC	61,000	18,000	1,000
24	WEEKEND TODAY - SATURDAY - LATE	Nine	60,000	30,000	6,000
25	TASMANIA VOTES: THE LEADERS SPEAK-EV	ABC	59,000	26,000	2,000
26	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - POST MATCH	Seven	59,000	32,000	0
27	WEEKEND SUNRISE - SAT	Seven	58,000	28,000	5,000
28	THE MORNING SHOW - WEEKEND	Seven	58,000	25,000	3,000
29	SLEEPLESS	Nine	56,000	23,000	2,000
30	WEEKEND TODAY - EARLY SATURDAY	Nine	54,000	25,000	4,000



## Grocery Shoppers (18+): Cumulative Reach for Sat 23rd Mar 2024



National Total TV Reach

**8,411,000**



Broadcast TV Reach

**7,363,000**



BVOD Reach

**1,945,000**





Rank	Description	Network	Total TV National Reach	Total TV National Average Audience	BVOD National Average Audience
1	SEVEN NEWS - SAT	Seven	1,303,000	820,000	21,000
2	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL	Seven	1,251,000	381,000	0
3	9NEWS SATURDAY	Nine	1,146,000	638,000	32,000
4	HITMAN'S WIFE'S BODYGUARD	Nine	946,000	197,000	8,000
5	ABC NEWS-SA	ABC	919,000	621,000	17,000
6	A CURRENT AFFAIR -SAT	Nine	857,000	520,000	25,000
7	SPACE INVADERS	Nine	768,000	347,000	19,000
8	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - QUALIFYING	10	711,000	246,000	12,000
9	SEVEN'S HORSE RACING 2024	Seven	702,000	129,000	5,000
10	LIFE AFTER LIFE-EV	ABC	663,000	317,000	11,000
11	GETAWAY	Nine	602,000	315,000	14,000
12	WEEKEND SUNRISE - SAT	Seven	586,000	317,000	16,000
13	SEVEN'S AFL: SATURDAY NIGHT FOOTBALL - PRE MATCH	Seven	586,000	286,000	0
14	WEEKEND BREAKFAST-AM	ABC	570,000	207,000	8,000
15	ENDEAVOUR RPT	ABC	569,000	308,000	5,000
16	10 NEWS FIRST SAT	10	552,000	248,000	7,000
17	AUST FIA FORMULA ONE WORLD CHAMPIONSHIP 2024 - PRACTICE 3	10	552,000	196,000	7,000
18	WEEKEND SUNRISE - SAT - LATE	Seven	514,000	284,000	14,000
19	WEEKEND SUNRISE - SAT - EARLY	Seven	492,000	246,000	12,000
20	M- OBLIVION (R)	Seven	487,000	112,000	3,000
21	BACK ROADS S10-ENCORE	ABC	451,000	189,000	4,000
22	WEEKEND TODAY - SATURDAY	Nine	445,000	231,000	21,000
23	BORDER SECURITY - AUSTRALIA'S FRONT LINE - DAY (R)	Seven	441,000	236,000	5,000
24	SEVEN NEWS AT 5	Seven	432,000	227,000	6,000
25	TASMANIA VOTES: ELECTION RESULTS LIVE-EV	ABC	425,000	113,000	6,000
26	9NEWS: FIRST AT FIVE	Nine	399,000	231,000	9,000
27	THE BIG BANG THEORY RPT	10	395,000	62,000	1,000
28	THE DOG HOUSE AUSTRALIA ENCORE	10	390,000	152,000	3,000
29	WEEKEND TODAY - SATURDAY - LATE	Nine	369,000	190,000	19,000
30	THE MORNING SHOW - WEEKEND	Seven	363,000	132,000	7,000

# Notes

## Source:

VOZ 5.0 National Total TV

Total TV includes National Broadcast TV (including 'spill\*') and National BVOD.

## Cumulative reach totals:

Reporting 'When Watched'\*\* cumulative reach 1 minute (broadcast TV) and 15 secs (BVOD) for all networks (FTA + STV), 2am to 2am for the report date.

Broadcast TV reach includes viewers who may have also watched BVOD. BVOD reach includes viewers who may have also watched broadcast TV.

## Program results:

- Reporting the Top 30 'What Watched'\*\* Overnight program results by Primary Description ranked on National Total TV Reach, for programs 10 minutes in length or longer, based on preliminary program log information for Free-to-Air (FTA) channels.
- Viewing to BVOD on demand content is aggregated to the related broadcast TV event that aired first ('First Run'), for all viewing on the day of the 'First Run' broadcast for Overnight results. Where BVOD on demand content made available on a research day prior to the research day of the related 'First Run' broadcast TV event, the viewing to the BVOD on demand content on those days is not aggregated to the broadcast TV 'First Run' Consolidation result.
- Where the same program is broadcast across more than one channel on the same network (e.g., simulcast across Primary and Multi channels), the audience estimates are summed.

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\*FTA Broadcast TV ‘spill’ relates to viewing to broadcast channels transmitted from a market that is outside of the market being analysed. There are some metropolitan and regional markets that overlap. The viewing by people in an overlap area will contribute to the market that the broadcast originates from. The viewing in a non-overlap area to a broadcast from an adjacent market (‘spill viewing’) is excluded from that market. The National Total TV results in the VOZ reports includes ‘spill’ viewing that was otherwise excluded from local markets.

\*\* **‘What Watched’** relates to measurement and reporting of viewing to broadcast TV content, whether live or in playback, attributed to the time of original broadcast. **‘When Watched’** refers to measurement and reporting of viewing to broadcaster content at the time it was viewed. Broadcast TV playback and VOD can be accumulated from content broadcast multiple weeks prior to the reference week.

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